Claims 1-38 remain in the application and are listed below.

1. (Previously Presented) A computer executable method comprising:

retrieving content from a plurality of content providers, wherein the retrieved content is to be displayed in at least one Web page;

verifying a format of the retrieved content by comparing a data structure of the retrieved content with a data structure defined in a schema file;

rejecting particular content if the particular content format is not valid; and

if the particular content is valid:

scheduling the particular content to be displayed at a scheduled time; and

displaying the particular content at the scheduled time, the particular content being displayed by a Web server.

2. (Original) A method as recited in claim 1 wherein displaying particular content includes:

displaying the particular content using a test Web page; and

if the particular content is successfully displayed using the test Web page, displaying the particular content using a live Web page.

3. (Original) A method as recited in claim 1 wherein displaying particular content includes deleting previously displayed content.

4. (Previously Presented) A method as recited in claim 1 wherein the scheduled time is an attribute associated with the particular content.

5. (Original) A method as recited in claim 1 further comprising storing the retrieved data in a central database.

6. (Previously Presented) A method as recited in claim 1 wherein scheduling the particular content includes creating a multi-level directory structure associated with the scheduled time.

7. (Previously Presented) A method as recited in claim 1 wherein the scheduled time is a timeslice having a start time and an end time.

8. (Original) A method as recited in claim 1 wherein the content is defined in an extensible markup language (XML) file.

9. (Previously Presented) A method as recited in claim 1 further comprising scheduling the particular content to be removed at a second scheduled time.

10. (Previously Presented) A method as recited in claim 1 wherein the scheduled time is a predetermined time period.

11. (Original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 1.

12. (Previously Presented) A computer executable method comprising:

identifying a plurality of content providers;

determining whether each of the plurality of content providers has any new content to retrieve;

retrieving new content from the plurality of content providers that have new content to retrieve;

storing the retrieved content in a central database;

scheduling the retrieved content to be displayed on a Web page at a scheduled time, wherein the scheduled time is based on an attribute associated with the retrieved content; and

displaying the retrieved content on the Web page at the scheduled time.

13. (Original) A method as recited in claim 12 wherein the retrieved content is defined in an extensible markup language (XML) file.

14. (Original) A method as recited in claim 12 further comprising verifying the format of the retrieved content.

15. (Previously Presented) A method as recited in claim 12 further comprising:

verifying the format of the retrieved content by comparing a data structure of the retrieved content with a data structure defined in a content structure definition; and

rejecting content that is not verified.

16. (Original) A method as recited in claim 12 further comprising:

verifying the format of the retrieved content; and

editing the content if the retrieved content is not verified.

17. (Previously Presented) A method as recited in claim 12 further comprising deleting previously displayed content after the scheduled time.

18. (Previously Presented) A method as recited in claim 12 wherein the retrieved content has an associated time slice, the time slice identifying a start date, a start time, an end date, and an end time for displaying the retrieved content.

19. (Original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 12.

20. (Previously Presented) A computer executable method comprising:

identifying a plurality of content providers;

identifying a storage location associated with each of the content providers;

retrieving a file from each storage location, wherein the file identifies any new content to retrieve from the storage location;

if the file identifies new content to retrieve from the storage location:

retrieving the new content;

storing the retrieved content in a central database;

scheduling the retrieved content to be displayed at a first scheduled time, wherein the first scheduled time is based on a first attribute associated with the retrieved content; and

scheduling the retrieved content to be removed at a second scheduled time based on a second attribute associated with the retrieved content.

21. (Previously Presented) A method as recited in claim 20 further comprising displaying the retrieved content on the Web page at the first scheduled time.

22. (Previously Presented) A method as recited in claim 20 further comprising verifying a format of the retrieved content and rejecting the retrieved content if the format is not valid.

23. (Previously Presented) A method as recited in claim 20 further comprising verifying a format of the retrieved content using a verification tool to compare the format of the retrieved content to a format defined in a schema file stored on a Web server.

24. (Original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 20.

25. (Previously Presented) A content server comprising:

a content collector configured to retrieve content from a plurality of content providers;

a content verification tool coupled to the content collector, the content verification tool configured to verify content retrieved from the plurality of content providers; and

a content scheduler coupled to the content collector, the content scheduler configured to schedule the received content for display and further to schedule the received content for removal.

26. (Original) A content server as recited in claim 25 further including a content editor coupled to the content scheduler and configured to modify the received content.

27. (Original) A content server as recited in claim 25 further including a test Web page configured to display retrieved content.

28. (Original) A content server as recited in claim 25 wherein the content verification tool rejects content if the content format is not valid.

29. (Original) A content server as recited in claim 25 further including a database configured to store the content retrieved from the plurality of content providers.

30. (Original) A content server as recited in claim 25 wherein the content is defined in an extensible markup language (XML) file.

31. (Previously Presented) A content processing system comprising:

a content server configured to retrieve Web-based content from a plurality of Web content providers, wherein the content is defined in an extensible markup language (XML) file;

a database coupled to the content server, the database configured to store content retrieved from the plurality of content providers; and

a Web server coupled to the content server, the Web server including a content structure definition file that defines a proper format for the content, wherein the Web server is configured to maintain a plurality of Web pages that are generated using content stored in the database, and wherein each of the plurality of Web pages is displayed during a scheduled time period associated with content contained in each Web page.

32. (Previously Presented) A content processing system as recited in claim 31 wherein the content structure definition file is accessible to content providers to verify their content prior to retrieval by the content server.

33. (Original) A content processing system as recited in claim 31 wherein the content server includes a content verification tool that rejects content if the content format is not valid.

34. (Previously Presented) One or more computer-readable media having at least one physical media, the computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to:

retrieve content from a plurality of content providers, the retrieved content to be displayed in a Web page;

schedule the retrieved content to be displayed in the Web page at a first scheduled time based on a first attribute associated with the retrieved content; and

schedule the retrieved content to be removed from the Web page at a second scheduled time based on a second attribute associated with the retrieved content.

35. (Original) One or more computer-readable media as recited in claim 34 wherein the retrieved content is defined in an extensible markup language (XML) file.

36. (Previously Presented) One or more computer-readable media as recited in claim 34 wherein the one or more processors further create a multi-level directory structure.

37. (Previously Presented) One or more computer-readable media as recited in claim 34, wherein the one or more processors further display the particular content at the first scheduled time.

38. (Previously Presented) One or more computer-readable media as recited in claim 34, wherein the one or more processors further create a scheduled content file that contains scheduled times associated with retrieved content.